

Historic, Archive Document

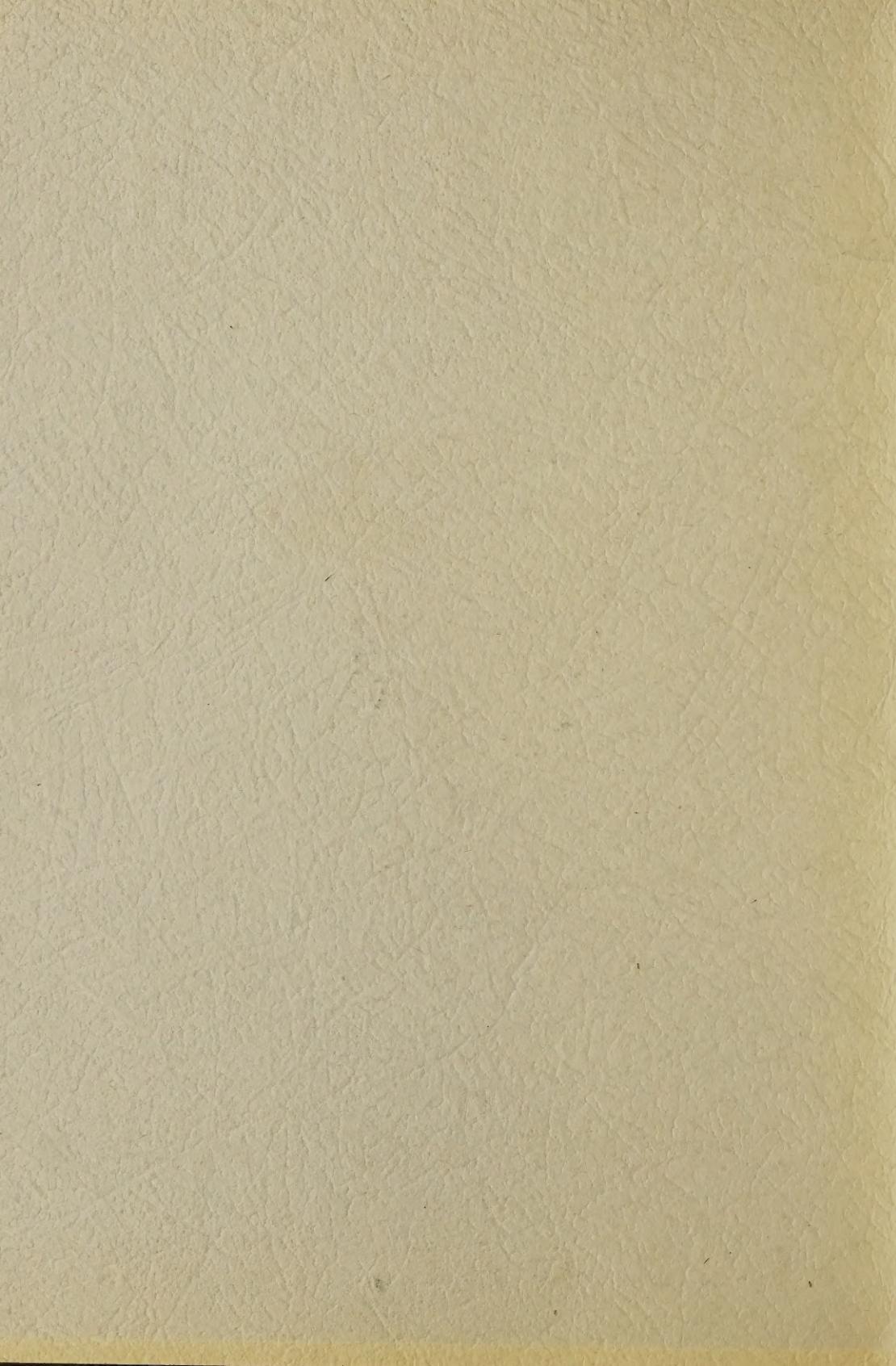
Do not assume content reflects current scientific knowledge, policies, or practices.

SOUTHWEST IOWA
SHORTHORN
BREEDERS' ASSOCIATION



Shorthorn and Polled Shorthorn Cattle
- and -
Club Calves

SHOW AND SALE
FRIDAY, SEPTEMBER 22, 1950
RED OAK, IOWA





A PERSONAL INVITATION FROM THE CONSIGNORS

The producers of Shorthorns and Polled Shorthorns throughout Southwest Iowa extend you a cordial invitation to attend our Shorthorn and Polled Shorthorn Show and Sale on Friday, September 22, 1950 at the Red Oak Auction Company, Red Oak, Iowa. We are extremely proud of our offering—females of exceptional blood lines and impressive bulls.

We are proud to be engaged in the production of Shorthorn cattle. Our great state of Iowa is the leader in this industry. The cattle offered have been consigned by responsible producers within Southwest Iowa. These herds have been in operation for many years. Their cattle are healthy. They are prolific. They comprise outstanding bulls and females of the Shorthorn breed.

We will welcome as our guests, breeders of Shorthorn and Polled Shorthorn cattle, members of 4-H Clubs, farmers, ranchers, bankers, business and professional men and ladies. You will enjoy the show. You will find the individuals you need whether for herd improvement or foundation purposes.

**SOUTHWEST IOWA SHORTHORN ASSOCIATION,
MALCOLM LOMAS, SECRETARY**

RED OAK is in the southwest corner of Iowa, Montgomery County. Red Oak is 50 miles east of Omaha, 125 miles southwest of Des Moines and is on the main line of the C. B. & Q. railroad as well as on Federal Highway No. 34 and State Highway No. 48.

HOTEL ACCOMMODATIONS are offered through the **TEL JOHNSON**, famous hostelry of Southwest Iowa. Their rooms are nice. They are clean. They are comfortable. The dining room affords the best in foods—a wide variety. Those from a distance planning to stay over night should arrange for accommodations in advance at Hotel Johnson.

Our Annual Meeting and Banquet will be held Thursday evening, September 21 at 6:30 p. m. at the Hotel Johnson. A delicious dinner will be enjoyed. An interesting program has been planned. Reservations must be made in advance.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

O. R. (Dick) Hyde, Hastings - - - - President
Dale McCone, Botna - - - - Vice President
Malcolm Lomas, Red Oak - - - - Secretary-Treasurer

Byron Bower, Massena - - - - Adair
Tip Lucas, Lenox - - - - Adams
Emery Larson, Gray - - - - Audubon
Lou Kennedy, Lewis - - - - Cass
Lou Laughlin, Imogene - - - - Fremont
Kenneth Burkhart, Guthrie Center - - - - Guthrie
Harold Houston, Dow City - - - - Harrison
Matt Laughlin, Emerson - - - - Mills
Arthur Windom, Villisca - - - - Montgomery
Eldor Swanson, Red Oak - - - - Page
Wm. Matteson, Council Bluffs - - Pottawattamie
Benton McCone, Botna - - - - Shelby
John Combs, New Market - - - - Taylor
W. G. Ray, Kent - - - - Union

Malcolm Lomas, Red Oak, Albert Hamann, Rock
Rapids - - - - Sale Managers
Leroy Andes, Mound City, Mo. - - - - Judge
J. E. Halsey, Des Moines - - - - Auctioneer

GENERAL INFORMATION

TIME—Friday, September 22, 1950. Show will start at 9:30 a. m. Club Calf sale will commence at 12:00 noon and breeding cattle sale at 1:00 p. m.

LOCATION—The show and sale will be held at the Red Oak Auction Company, Red Oak, Iowa through the courtesy of Mervin Ballard, Manager. The facilities of the Red Oak Auction Company are excellent. They have plenty of parking space for trucks and cars, nice roomy stalls for cattle. The sale pavilion is well ventilated and lighted, most convenient for buyers and owners—everyone interested in better cattle.

TERMS—The terms of the sale are cash unless other arrangements are made in advance with the consignor from whom you purchase. Settlements are to be made with the clerk of the sale immediately at the conclusion of the auction. All stock will be at buyers risk as soon as bid off but the management will attend to loading on cars or trucks in compliance with instructions from purchaser.

GUARANTEE—All cattle are sold subject to a sixty day retest for tuberculosis and health certificates will be furnished to enable them to be shipped into any state or territory. Bulls are guaranteed breeders if properly cared for and not allowed to serve until 16 months old or run with the herd. If a bull fails to breed, he may be returned to the seller, if in as good condition as when bought, and if, after a test in the seller's herd, he still fails to breed he will be replaced or the purchase money will be refunded. All cows with calves at foot are considered breeders and no further guarantee is made with respect to them. All other cows and all heifers over sixteen months old at time of sale are guaranteed to be breeders. Animals returned to seller because they do not comply with the guarantee will be at the buyer's cost of transportation.

Any claim for adjustment because an animal is a non-breeder must be made within ninety days of the date of the sale.

The above guarantee and terms shall constitute a contract between the consignor and the buyer of each lot. Neither the sale managers nor the clerk of this sale assumes any liability, legal or otherwise.

PEDIGREE CERTIFICATES—A certificate of registry and a transfer will be furnished for each lot sold and an application for registry will be furnished for each lot sold at foot and for each unborn calf sold in dam.

Where footnotes appear in this catalogue they were furnished by the consignor or written from information supplied by the consignor.

MAIL BIDS—Those wishing to buy at this sale who cannot attend in person may send their bids to the Sale Managers or to Jack Halsey, auctioneer, Mervin Aegerter of the Shorthorn World, Clem Larson, Fieldman for the American Shorthorn Breeders' Association, Albert Hamann, Field Representative for the Iowa Shorthorn Breeders' Association or Matt White, Field Representative for Wallaces' Farmer, all of these men in care of the Secretary who will see that they are delivered to the parties whom are entrusted with your order. Any of these men are qualified to know good cattle. Your order sent to them will be carefully and honestly taken care of.

We will not be responsible for any accidents that may occur but will make every effort to provide for the safety and comfort of our guests.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

Show at 9:30 a.m.

Sale at 1:00 p.m.

Show Classification

For the purpose of this show all animals have been divided into classes according to age and sex. There will be five classes. Each sex will have a Grand Championship and a Reserve Championship. The first and second prize winners in each class will be eligible to show for champion and reserve championships.

The American Shorthorn Breeders' Association, 7 Dexter Park Ave., Chicago, Illinois has donated handsome silk ribbons which will be awarded winners in the various divisions.

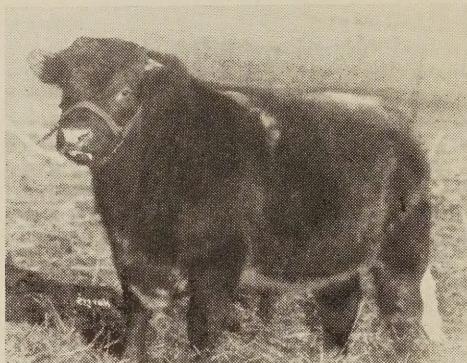
The Southwest Iowa Shorthorn Breeders' Association has provided \$200 cash premium money for this show. The division of this money is shown below:

1. Bulls calved before May 15, 1949:
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
2. Bulls calved from May 15, 1949 to August 1, 1949:
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
3. Bulls calved after August 1, 1949:
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
Champion Bull \$5.
Reserve Champion Bull \$3.
4. Females calved before April 15, 1949:
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
5. Females calved after April 15, 1949:
Awards 1 (\$10), 2 (\$8), 3 (\$6), 4 (\$5), 5 (\$4), 6 (\$3), 7 (\$2).
Champion Female \$5.
Reserve Champion Female \$3.

Judge—Leroy Andes, Mound City, Missouri.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

SYMONDS



EDELLYN CLIPPER MERCURY 2140731

Son of Calrossie Mercury 1957318 used so successfully by Edellyn Farms, Wilson, Ill.

Bull

Lot 1

MERDALE SILVER MERCURY 2410364

Tattoo RE P67

White, calved July 7, 1946. Bred and owned by Clyde Palmer, Harris, Iowa; 2d owner January 14, 1948, Thomas & Everett Symonds, Lenox, Iowa.

SIRE
Edellyn Clipper Mercury
2140731
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

DAM
Fiorella Silver 2077221
White, Clyde Palmer

Edellyn Clipper 9th 1760471
Red, Thos. E. Wilson

Browndale Marquis 1580519
Roan, Thos. E. Wilson

Fiorella 5th 1889667
Roan, Clyde Palmer

{ Calrossie Control (255913)
White, J. MacGillivray
Calrossie Augusta Opal
(179796)
Dark roan, John MacGillivray

{ Browndale Marquis 1580519
Roan, Thos. E. Wilson

{ Vaneth Clipper 1272868
Red, Carpenter & Ross

{ Browndale Count 1156438
Roan, James Douglas

{ Melbourne Lovely 2d 1356223
Red, John Alexander & Sons

{ Browndale Revolution 1763392
Roan, Chas. L. Brenneman

{ Fiorella 4th 1093882
Roan, F. D. Palmer & Sons

MERDALE SILVER MERCURY 2410364 is a proven sire of quality calves. He is a good individual with thick fleshing, fine masculine head, good bone and plenty of size. He is very gentle and easily handled and transmits these qualities to his offspring.

A good bull is half the herd, and a poor one is all of it.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

HENSLEY

Bull

Lot 2

VICTOR'S MAJOR 2548857

Tattoo RE DH3

Roan, calved April 10, 1949. Bred and owned by Dean Hensley, Bedford, Iowa.

Haigler Gift 2139357
White, Crews & Crews

Victor's Gift 1851345
Roan, Pauline Kuhrt

SIRE
Haigler Result 2365986
Roan, V. O. Narigon

Haigler Lavender 1833107
Roan, Crews & Andrews

Melissa 9th 2139706
Red, Frank Kennedy

Bold Sergeant 2050886
Red, F. B. & W. W. Strickler

Clearview Goldstar x2137268
Red, Philip Kennedy

Melissa 5th 1928899
Roan, Frank Kennedy

DAM
Jewel Marjory 4th 2304012
Red, S. A. Swanson

Stardale x2020699
Red, David & Jas. Burns

Jewel Marjory 3d 2177282
Red, S. A. Swanson

Barmpton Lady 20th 1928974
Roan, Kennedy Bros.

Mackway Commander 2070947
Roan, Geo. McMaster

Jewel Marjory 2d 2066057
Red, Geo. McMaster

VICTOR'S MAJOR 2548857 is a real thick, low down, rugged bull. Although not highly fitted he will sire the kind of calves people like.

McCONE BROS.

Bull

Lot 3

LEADER'S STAMP (TWIN) 2556589

Tattoo RE C 32

Red, calved April 21, 1949. Bred and owned by McCone Bros., Botna, Iowa.

Edellyn Royal Leader 16th
2222171
Red, Thos. E. Wilson

Edellyn Royal Leader 2057560
Red, W. McNair Snadden
Maxwalton Jealousy 23d
1975877
Roan, Maxwalton Farms, Inc.

SIRE
Red Mercury Leader 2331940
Red, Thos. E. Wilson

Edellyn Beauty 22d 2197013
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Browndale Douglas 1801297
Red, McCone Bros.

Golden Beauty 1558575
Red, Duthie Webster

DAM
Gipsy Maid 28th 2145550
Roan, McCone Bros.

Gipsy Cumberland 14th 1511815
Roan, McCone Bros.

Browndale's Type 1738563
Roan, McCone Bros.
Lady Marengo 21st 1738569
Red, McCone Bros.
Cumberland's Prince 1190225
Roan, John R. Saunders
Gipsy Cumberland 12th 1859091
Red, C. A. Saunders & Sons

LEADER'S STAMP 2556589 is exceptionally thick, low set, red bull with a good head. He is by the same Gipsy cow as our 1948 Champion Female at Red Oak which sold to Tip Lucas for \$725, still the top on females at Red Oak. He is pretested and calfhood vaccinated.

A big "Must" is — know your cows!

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

BOWER

Bull

Lot 4

BRAWITH EMPEROR 2589910

Tattoo LE 596

Red, calved April 24, 1949. Bred and owned by Daniel E. Bower, Bridgewater, Iowa.

SIRE

Brawith Prince 2363637
Red, Daniel E. Bower

Brawith Monarch 2272606
Red, Daniel E. Bower

Brawith Standard 2052270
Roan, R. G. Egger

Rosebud's Rose 1765689
Roan, J. T. Judge

DAM

Lady Averne 71st 2476936
Roan, Daniel E. Bower

Jilt's Lady 37th 2218784
Red, Daniel E. Bower

Brawith Standard 2052270
Roan, R. G. Egger

Jilt's Lady 28th 2001624
Roan, Daniel E. Bower

Helfred Standard 2107728
Roan, F. W. Hubbell

Sunray 1946437
Roan, Geishecker Bros.

Golden Maid 14th 1963457
Roan, Tomson Bros.

Lady Averne 54th 2218788
Red, Daniel E. Bower

Brawith Standard 2052270
Roan, R. J. Egger

Lady Averne 23d 1852512
Roan, Daniel E. Bower

BRAWITH EMPEROR 2589910 is a good, rugged calf with plenty of bone and scale. He will solve your herd bull problem.

BOWER

Bull

Lot 5

BRAWITH CHAMPION 2589909

Tattoo LE 594

Red, calved April 24, 1949. Bred and owned by Daniel E. Bower, Bridgewater, Iowa.

SIRE

Brawith Prince 2363637
Red, Daniel E. Bower

Brawith Monarch 2272606
Red, Daniel E. Bower

Brawith Standard 2052270
Roan, R. G. Egger

Rosebud's Rose 1765689
Roan, J. T. Judge

Jilt's Lady 37th 2218784
Red, Daniel E. Bower

Brawith Standard 2052270
Roan, R. G. Egger

Jilt's Lady 28th 2001624
Roan, Daniel E. Bower

Helfred Standard 2107728
Roan, F. W. Hubbell

Sunray 1946437
Roan, Geishecker Bros.

Golden Maid 14th 1963457
Roan, Tomson Bros.

Lady Averne 29th 1872832
Red, Daniel E. Bower

Marshal's Cumberland 1558643
Roan, Phillip Funke

Lady Averne 17th 1720704
Red, Daniel E. Bower

DAM

Lady Averne 70th 2476935
Roan, Daniel E. Bower

BRAWITH CHAMPION 2589909 is a heavy boned, thick fleshed, compact calf with a dandy head. He comes from an easy keeping line and should give someone an excellent herd leader.

You can do something for a friend he cannot do for himself.
Speak a good word for him.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

McCONE BROS.

Bull

Lot 6

LEADER'S DIAMOND 2556588

Tattoo RE C 33

Red, calved April 24, 1949. Bred and owned by McCone Bros., Botna, Iowa.

SIRE

Red Mercury Leader 2331940

Red, Thos. E. Wilson

Edellyn Royal Leader 16th
2222171

Red, Thos. E. Wilson

Edellyn Royal Leader 2057560
Red, W. McNair Snadden
Maxwalton Jealousy 23d
1975877

Roan, Maxwalton Farms, Inc.

Edellyn Beauty 22d 2197013
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray

Golden Beauty 1558575
Red, Duthie Webster

Supreme Command 2168413
Roan, McCone Bros.

Calrossie Supreme 2033330
Roan, Husted Bros.

Clara Belle 1895927
Roan, McCone Bros.

Gipsy Maid 1945893
Roan, McCone Bros.

Browndale's Crown 1759583
White, Jos. M. Collins

Perfection Clara 1526267
Roan, McCone Bros.

DAM

Clara 2297861

Red, McCone Bros.

LEADER'S DIAMOND 2556588 is a dark red, well balanced bull. He has an outstanding head and stands on well placed legs. He is herd bull material for any breeder. Pretested and calfhood vaccinated.

JOHNSON

Bull

Lot 7

BRAWITH SUPREME 2552490

Tattoo RE J101

Roan, calved May 1, 1949. Bred and owned by J. N. & J. L. Johnson, Sidney, Iowa.

SIRE

Brawith Premier 2109304

Red, Carl L. Retzlaff

Brawith Nugget 1944238
Roan, David Douglas

Brawith Boy 1836058
Roan, Hugh S. Black

Primrose Jilt -252728-
Dark roan, John Walker

Choice Victoria 17th 1934485
Roan, Carl L. Retzlaff

Browndale Mint 1755644
Red, Geo. W. Retzlaff & Son

Choice Victoria 13th 1757832
Roan, F. W. Retzlaff & Son

Supreme Royalty 2d 1973462
Roan, Bellows Bros.

Divide Advance 2d 1856417
Roan, The Allen Cattle Co.

Lavender 61st 1582875
Red, Hopley Stock Farm

Premier's Missie 1649423
Roan, H. R. Volker

Supreme Premier 1519345
Red, Bellows Bros.

Parkdale's Missie 1198640
Roan, F. B. & W. W. Strickler

DAM

Premier's Queen 2097001

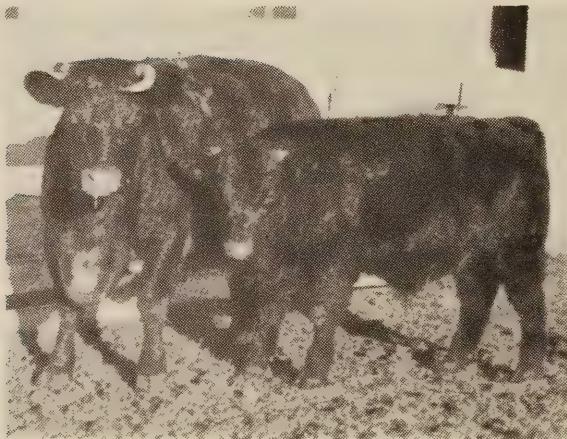
Roan, H. R. Volker

BRAWITH SUPREME 2552490 is deep bodied, heavy boned, short legged and backed up by a most impressive pedigree.

The profit from raising beef cattle comes from the calves.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

COMBS



GOLDFINDER CLIPPER 2555251 AND HIS DAM

Bull

Lot 8

GOLDFINDER CLIPPER 2555251

Tattoo RE 06

Red, calved May 6, 1949. Bred and owned by John Combs, New Market, Iowa.

SIRE
Goldfinder Bondsman 6th
2462924
Red, W. F. Barber & Sons

Goldfinder Bondsman 2239764
Red, M. D. Whimble

} Goldfinder Diamond 1831545
Roan, Thos. E. Wilson
Norfolk Clipper Queen 2070705
Red, John Miller, jr.

DAM
Merry Valerie 2272923
Roan, N. O. Hickenlooper

Village Mist 23d 2283328
Roan, W. F. Barber & Sons

} Goldfinder Broaddus 1963540
Roan, M. D. Whimble
Village Mist 18th 1894616
Roan, W. F. Barber

Merry Gift 2067035
Roan, Crews & Crews

} Victor's Gift 1851345
Roan, Pauline Kuhrt
Merrymaid 5th 1803892
Red, Crews & Andrews

Red Rose 1890718
Red, N. O. Hickenlooper

} Red Knight 1 794498
Red, N. O. Hickenlooper
Queen of Scots 1794501
Red, N. O. Hickenlooper

GOLDFINDER CLIPPER 2555251 is of heavy bone, thick fleshing, a compact calf with a beautiful head. He comes from an easy keeping line and should give someone an excellent herd leader.

Know each cow individually and the breeding behind her.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

SCHOENHERN

Bull

Lot 9

GOLDEN PRINCE PETER 2541156

Tattoo LE 05 RE 49

Red, calved May 7, 1949. Bred by McNeill Bros., Onawa, Iowa; calved property of Alvy Schoenhern, Ute, Iowa.

SIRE
M F Prince Peter 14th
2396052
Red, Merryvale Farm

Calrossie Prince Peter 2009143
Roan, John MacGillivray

Calrossie Randolph (275440)
Dark roan, John MacGillivray

Calrossie Princess Mona 88108
Dark roan, John MacGillivray

Lawton Favorite 2009148
Red, William Henderson

Wendie Mysie 1982138
Red, A. J. Marshal

Divide Goldpiece 1855008
Red, The Allen Cattle Co.

Divide Patience 3d 1458496
Red, The Allen Cattle Co.

Brawith Count 2d 1908414
Roan, Thos. E. Wilson

Golden Lady 37th 19931044
Roan, McNeill Bros.

DAM
Golden Lady 63d 2298814
Roan, McNeill Bros.

Favorite Mysie 2143300
Red, J. D. Allen

Divide Gold Patriot 2009189
Red, The Allen Cattle Co.

Golden Lady 38th 2055614
Roan, McNeill Bros.

GOLDEN PRINCE PETER 2541156 is from as good a cow as you will find. If you want a bull that will put your cattle on the ground, he will. Lots of body. He is from the American Royal first prize winner.

McNEILL BROS.

Bull

Lot 10

PRINCE HENRY 2567605

Tattoo LE 46 RE 49

Roan, calved May 7, 1949. Bred and owned by McNeill Bros., Onawa, Iowa.

SIRE
M F Prince Peter 14th 2396052
Red, Merryvale Farm

Calrossie Prince Peter 209143
Roan, John MacGillivray

Calrossie Randolph (275440)
Dark roan, John MacGillivray

Calrossie Princess Mona (88108)
Dark roan, John MacGillivray

Lawton Favorite 2009148
Red, William Henderson

Wendie Mysie 1982136
Red, A. J. Marshall

Goldfinder Diamond 1831545
Roan, Thos. E. Wilson

Lady Dorothy Maid 6th 2070695
Red, Grant Christie

Goldspur's Crystal 1723780
Red, Hopley Stock Farm

Maxine Rosewood 14th 1728960
White, McNeill Bros.

DAM
Maxine Rosewood 102d 2397475
Red, M. D. Whimble

Goldfinder's Hero 2175627
Red, M. D. Whimble

Maxine Rosewood 21st 1931051
Roan, McNeill Bros.

PRINCE HENRY 2567605 makes an outstanding individual plus a faultless pedigree. There is no better breeding and a very good herd bull to go with it.

Health of animals is essential for economical livestock production.

HYDE



BRAEMOR STARRY ARCHER 2353131

Bull

Lot 11

HYDE'S STARRY ARCHER 6TH 2591—498

Tattoo RE A-16

Red, calved May 9, 1949. Bred and owned by O. R. Hyde, Hastings, Iowa.

SIRE

Braemor Starry Archer 7th
2353131

Roan, Carl L. Retzlaff & Son

Millhills Starry Archer 2289341
Red, Duncan Stewart

} Millhills Uppermost (299206)
Red, Duncan Stewart

} Stella 22d (213226)
Roan, Duncan Stewart

} Brawith Nugget 1944238
Roan, David Douglas
Will-A-Dell Jealousy 5th
2020270
White, Will A. Davis & Son

Jealousy 7th 2221050
Roan, Carl Retzlaff & Sons

} Proud Banner 1875041
RLW, F. T. Brown

} Village Rosewood 9th 1798933
Roan, Robert Skinner

Proud Baronet 2135722
Roan, Robert Skinner

} Lancaster Clipper 1464125
Red, W. E. Gorham & Sons

} Lavender Lassie 1283951
Red, O. R. Hyde

DAM

Manor Oak Lavender 16th
2410359

Roan, Dick Hyde

Manor Oak Lavender
Red, O. R. Hyde

HYDE'S STARRY ARCHER 6th is one of the outstanding calves by Braemor Starry Archer 7th. This calf has the same smoothness, thickness and easy fleshing qualities his famous sire possesses. Here is a calf that will get the job done.

Price and value are two great things.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

PRICE & BUCH

Bull

Lot 13

GOLDFINDER'S PRETENDER 2550061

Tattoo RE 78

Roan, calved May 15, 1949. Bred by Geo. Struve & Sons, Manning, Iowa; calved property of S. H. Kline, Clarinda, Iowa; 2d owner September 26, 1949, Price, Buch & Son, Clarinda, Iowa.

SIRE

Cruggleton Pretender 2358295
Dark Roan, Albert J. Marshall

Cruggleton Adjuster (315395) Red, A. J. Marshall	Gruggleton Perfect (303904) Red, A. J. Marshall Augusta Claretta (220676) Dark roan, A. J. Marshall Cruggleton Adonis (321484) Dark roan, A. J. Marshall Brenda Charity (230985) Dark roan, A. J. Marshall Goldfinder's Favorite 2007814 Red, Husted Bros. Marion 15th 1963382 Red, Geo. Struve Divide Statesman 1833171 Red, The Allen Cattle Co. Rosewood 53d 1829653 Red, Geo. Struve
Bella Charity 2358282 Red, A. J. Marshall	
Goldfinder's Symbol 2118880 Red, Geo. Struve & Sons	
Rosewood 71st 2057580 Red, Geo. Struve	

DAM

Rosewood 84th 2353021
Red, Geo. Struve & Sons

GOLDFINDER'S PRETENDER 2550061 is a good rugged bull, in exceptional breeding condition and is the right age for a lot of service. Here is a grand combination of an individual and a potent pedigree.

McNEILL BROS.

Bull

Lot 14

MERCURY'S ELECT 2567599

Tattoo LE 49 RE 49

Red, calved May 15, 1949. Bred and owned by McNeill Bros., Onawa, Iowa.

SIRE

Mercury's Idol 2256372
Roan, Otto T. Hansen & Son

Edellyn Mission Mercury 2057558 White, Thos. E. Wilson	Calrossie Mercury 1957318 White, J. MacGillivray Goldie 8th 1983560 Roan, Beath Farms Mount Mimrod 1713122 Roan, George Douglas Broadhooks Memory 7th 1357857 Roan, W. H. Miner Divide Gold Patriot 2009189 Red, The Allen Cattle Co. Divide Goldpiece 1855008 Red, The Allen Cattle Co. Divide Patience 3d 1458496 Red, The Allen Cattle Co. Brawith Count 2d 1908414 Roan, Thos. E. Wilson Lavender 43d 1931048 Red, McNeill Bros.
Milky Way Carnation 1781086 Red, Milky Way Farms	
Divide Gold Patriot 2009189 Red, The Allen Cattle Co.	
Lavender 44th 2055617 Roan, McNeill Bros.	

DAM

Lavender 63d 2194368
Red, McNeill Bros.

MERCURY'S ELECT 2567599 is out of a wonderful cow—a producer of good bulls. Here's the herd bull that will put thickness in your calves.

Balanced rations supply animals needs with less feed.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

WINTER

Bull

Lot 15

GOLDEN FAME MAJOR 2558449

Tattoo RE 1D

Red, calved May 20, 1949. Bred and owned by C. D. Winter, Hepburn, Iowa.

SIRE

Jim's Golden Fame 2419176
Red, J. W. Stephens

Helfred Golden Fame 2214653
Red, F. W. Hubbell

Brae Lodge Headlight 1874600
Red, T. A. Russell

Proud Marigold 2d 1925059
Red, W. A. Young

DAM

Nonpareil Lady IA 2322406
Red, F. W. Hubbell

Fair Constance 35th 2225532
Red, Bellows Bros.

Golden Victory 2059224
Roan, M. D. Whimple

Fair Constance 26th 1973471
Red, Bellows Bros.

Bapton Major 2167253
Roan, J. V. Rank

Bapton Air Pilot (298495)
Dark roan, J. V. Rank

Aldsworth Missie 12th (167594)
Red, William Garne

Nonpareil Lady 2d 2135860
Red, F. W. Hubbell

Sunray 1946437
Roan, Geishecker Bros.

Nonpareil Ldy 42d 1963384
Red, Geo. Struve

GOLDEN FAME MAJOR 2558449 is a very deep red with good head and lines. He is low set and thick. He is a half brother to the champion Shorthorn at the 1950 Page County Fair.

McNEILL BROS.

Bull

Lot 17

PRINCE PETER SUPREME 2567610

Tattoo LE 55 RE 49

Red, calved June 8, 1949. Bred and owned by McNeill Bros., Onawa, Iowa.

SIRE

M F Prince Peter 14th 2396052
Red, Merryvale Farm

Calrossie Prince Peter 2009143
Roan, John MacGillivray

Calrossie Randolph (275440)
Dark roan, John MacGillivray
Calrossie Princess Mona
(88108)

Dark roan, John MacGillivray

Favorite Mysie 2143300
Red, J. D. Allen

Lawton Favorite 2009148
Red, William Henderson

Wendie Mysie 1982136
Red, A. J. Marshall

Divide Gold Patriot 2009189
Red, The Allen Cattle Co.

Divide Goldpiece 1855008
Red, The Allen Cattle Co.

Divide Patience 3d 1458496
Red, The Allen Cattle Co.

Lavender 31st 2014748
Red, McNeil Bros.

Haigler Conqueror 176929
Red, Crews & Andrews

Lavender 23d 1728958
Roan, Blair Bros.

DAM

Lavender 97th 2325812
Red, McNeill Bros.

PRINCE PETER SUPREME 2567610 is one of the best bulls we have produced. He is short legged, thick and level in his lines. He is of the right type, has a good head and a smooth covering of rich flesh.

If you want to bear a good reputation, turn out a good product.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

McNEILL BROS.



CALROSSIE PRINCE PETER 2009143

Bull

Lot 18

PRINCE PETER'S PRIDE 2567608

Tattoo LE 56 RE 49

Red, calved June 18, 1949. Bred and owned by McNeill Bros., Onawa, Iowa.

SIRE	Calrossie Prince Peter 2009143 Roan, John MacGillivray	{ Calrossie Randolph (275440) Dark roan, John MacGillivray
M F Prince Peter 14th 2396052 Red, Merryvale Farm		{ Calrossie Princess Mona (88108) Dark roan, John MacGillivray
	Favorite Mysie 2143300 Red, J. D. Allen	{ Lawton Favorite 2009148 Red, William Henderson
		{ Wendie Mysie 1982136 Red, A. J. Marshall
DAM	Divide Gold Patriot 2009189 Red, The Allen Cattle Co.	{ Divide Goldpiece 1855008 Red, The Allen Cattle Co.
Lavender 91st 2287095 Red, McNeill Bros.	Lavender 47th 2124959 Roan, McNeill Bros.	{ Divide Patience 3d 1458496 Red, The Allen Cattle Co.
		{ Brawith Count 2d 19808414 Roan, Thos. E. Wilson
		{ Lavender 31st 2014748 Roan, McNeill Bros.

PRINCE PETER'S PRIDE 2567608 is a well balanced, dark red bull with lots of quality. In addition, he has a grand head, short legs—he is deep and thick.

Good feeding equipment prevents waste of feed and labor.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

VAN PELT

Bull

Lot 19

STATE EXPRESS SEAL x2580213

Tattoo RE 849

Roan, calved June 27, 1949. Bred and owned by Ralph Van Pelt, Corning, Iowa.

Special Seal x2266111
Roan, F. T. Brown

Dale's Seal x2119243
Roan, Fred Blomstrom & Sons
Augusta Delight x2065191
Roan, F. T. Brown
Collynie Mardale x1874026
Roan, Fred Blomstrom
Proud Queen x1815179
Red, Fred Blomstrom
Lawton Favorite 2009148
Red, William Henderson
Violet Mist 39th 1919084
Roan, L. A. Strother & Son
Princeton Vulcan 2008238
Roan, H. K. Owens
Lavender Lily 46th 1922101
Red, Ralph Van Pelt

SIRE

Valley View Seal x2445773
Roan, Fred Blomstrom & Sons

Proud Queen 3d x2026715
Roan, Fred Blomstrom & Sons

Strowold State Express
2213779
Roan, L. A. Strother & Son

DAM

Lavender Lily 58th 2483027
Red, Ralph Van Pelt

Lavender Lily 48th 2157754
Roan, Ralph Van Pelt

STATE EXPRESS SEAL x2580213 is not high'y fitted but is in good useful condition. He is sired by a bull—100% dehorner. He has a very nice head, good back and full in his rear quarters.



A good cow is worth two average cows.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LOMAS FARMS



KILLEARN NORSEMAN 3rd 2301689
Grandsire of L. F. Red Nugget 3rd 2566491

Bull

Lot 20

L F RED NUGGET 3D 2566491

Tattoo RE 132

Red, calved June 28, 1949. Bred and owned by Lomas Farms, Villisca, Iowa.

SIRE	Killearn Norseman 3d 2301689 Red, Claude Gallinger	Norseman 2301688 Dark roan, James Durno
	Hillbrook Duchess 2d 2183086 Roan, John E. Greig	Danny's Roan Lady -270917- Red, Claude Gallinger
	Miles of View Prince 2074904 Red, Miles of View Farms	N U Gold Nugget 2040959 White, Univ. of Nebraska
DAM	Rodney's Victoria 4th 1825113 Red, E. E. Owens	Red Duchess 4th 2010583 Red, Geo. Struve
		Calrossie Prince Peter 2009143 Roan, J. MacGillivray
		Star Secret 1839719 Roan, T. Dorsey Jones
		Rodney Star 1717205 Red, E. E. Owens
		Victoria Adelaide 24th 1094635 Roan, Clegg Bros.

L F RED NUGGET 3d 2566491 is a smooth, well balanced bull standing on well-placed legs. He is well covered with lots of thickness and flesh. He is the kind that is a herd improver.

Dry, clean feed lots help prevent feed waste;
animals may refuse badly soiled feed.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

WYCOFF & SON

Bull

Lot 21

SUPREME SEAL X2569490

Tattoo RE 2

Roan, calved July 20, 1949. Bred and owned by Wm. M. Wycoff & Son, Mt. Etna, Iowa.

SIRE

Valley View Seal x2445773
Roan, Fred Blomstrom & Sons

Special Seal x2266111
Roan, F. T. Brown

Dale's Seal x2119243
Roan, Fred Blomstrom & Sons

Augusta Delight x2065191
Roan, F. T. Brown

Collynie Mardale x1874026
Roan, Fred Blomstrom

Proud Queen x1815179
Red, Fred Bloomstrom

Supreme Goldfinder 1920005
Roan, M. D. Whimple

Rosewood 126th 1931469
Roan, Husted Bros.

Brawith Clipper 2052265
Roan, R. J. Egger

Perchino Primrose 2097105
Roan, Carl A. Henkel

DAM

Village Primrose 2d 2447858
Dark roan, G. F. Gruss & Sons

Village Primrose 2276406
Roan, F. J. McVay

SUPREME SEAL x2569490—here's your opportunity to secure a real herd sire. He is ready for service.

PIERCE

Bull

Lot 22

SHADY OAK SENTRY X2589875

Tattoo RE 098

Red, calved July 22, 1949. Bred and owned by Kenneth Pierce, Anita, Iowa.

SIRE

Red Oak Sentry x2165570
Red, R. E. Phillip

Red Oak Sensation x2036756
Roan, David & Jas. Burns

Collynie Stardale x1879093
Roan, Fred Blomstrom

Orange Blossom 3d x1786975
Roan, David & Jas. Burns

Goldspur's Villager x1916824
Red, R. E. Phillip

Victoria's Gem x1804009
Roan, Myrtle Eichorn

Shady Oak Bugler x1935874
Red, Clara Willhoite & Sons

Polly Avon x17110284
Roan, Clara Willhoite & Sons

Good Rosewood 5th x1865784
Roan, Leon Shettle

Butterfly 107th x1735708
Red, Z. T. Dunham & Sons

DAM

Lady Butterfly x2300864
Roan, W. J. Bawden

Baron Avon 2d x2197131
Red, Clara Willhoite & Sons

Butterfly Queen x2035777
Roan, M. J. B. Bawden

SHADY OAK SENTRY x2589875 is an all dark red bull. I consider him one of the best bulls we have raised and sired by a son of Red Oak Sensation. All polled ancestry in this pedigree he should be a true dehorner.

During the hot summer days it is important that cattle have access to shade.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

GRUSS

Bull

Lot 24

BRAWITH MASTER 2D 2569666

Tattoo RE 115

Red, calved August 3, 1949. Bred and owned by G. F. Gruss & Sons, Greenfield, Iowa.

Divide Corrector 2009184
Red, The Allen Cattle Co.

Duke of Killearn 1919448
Roan, Claude Gallinger
Divide Browndale Maid 1718857
Red, The Allen Cattle Co.
Brae Lodge Headlight 1874600
Red, T. A. Russell
Plainview Duchess 5th 1717209
Roan, E. E. Owens
Supreme Goldfinder 1920005
Roan, M. D. Whimple
Rosewood 126th 1931469
Roan, Husted Bros.
Supreme Augustus 1813813
Red, Dana Farms
Goldie's Lass 10th 1765684
Roan, J. T. Judge

SIRE
Farmingham Deval 2399594
Red, Hepburn Ingham

Helfred Duchess 5th 1973956
Red, F. W. Hubbell

Supreme Rival 2094557-
Roan, Husted Bros.

DAM
Goldie's Belle 2347240
Red, G. F. Gruss & Sons

Goldie's Lady 1966771
Red, G. F. Gruss & Sons

BRAWITH MASTER 2d 2569666 is a good dark red bull, smooth, low-set, well placed legs with lots of quality. His sire, Farmingham Deval 2399594 is by the Denver champion, Divide Corrector.

CHRISTENSEN

Bull

Lot 25

SUNBEAM'S SPECIAL 2565234

Tattoo LE 15

Roan, calved August 5, 1949. Bred and owned by Arion D. Christensen, Kirkman, Iowa.

Morlunda Prince Peter 2048993
Roan, Oscar Nelson

Calrossie Prince Peter 2009143
Roan, J. MacGillivray
Miles of View Violet 2d
1973003
Red, Miles of View Farms

SIRE
Sunbeam 2284634
White, Clement A. Larson

Augusta 6th 2076271
White, Clement A. Larson

Strowan Squals 1998131
White, Benroth & Griffith
Rookwood Augusta 4th 1924493
Roan, C. F. Curtiss

DAM
Lancaster Avonda 24th 2448124
Red, Arion D. Christensen

Achtoi's Type 2089180
Red, Arnold Bros.

Cruggleton Achtoi 2009144
Roan, A. J. Marshal
Duchess of Gloster B 1965566
RLW, Arnold Bros.

Lancaster Avonda 22d 2089182
Red, M. L. Christensen

Douglas Guard 2d 1989790
Red, McCone Bros.
Lancaster Avonda 21st 1566236
Red, Frank Chandler

SUNBEAM'S SPECIAL 2565234 is a nice roan of today's type. He is thick and close to the ground. Look him up—you will find a good one.

The reputation of many a herd has been made by the purchase of an outstanding breed bull.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

PIERCE

Bull

Lot 26

CUMBERLAND BARRAGE x2589874

Tattoo RE 097

Roan, calved August 7, 1949. Bred and owned by Kenneth Pierce, Anita, Iowa.

SIRE

Will-A-Dell Barrage 2453676
Roan, Will A. Davis & Son

Braedoon Band Master 2139667
Red, Kenneth C. Gray

Klaimor Direct -244322-
Red, W. J. Russell
Klaimor Princess Elizabeth 2d
-209033-
Roan, W. J. Russell

DAM

Cumberland Beauty x2338396
Roan, Kenneth Pierce

Will-A-Dell Rosewood 1911261
Roan, Will A. Davis & Son

Sni-A-Bar Silver Plate 1714459
White, Sni-A-Bar Farms
Rosewood 99th 1740280
Red, Crews & Andrews

Red Oak Sentry x2165570
Red, R. E. Phillip

Red Oak Sensation x2036756
Roan, David & Jas. Burns
Victoria 2d x2013068
Roan, R. E. Phillip

Beauty Sultan 2d x2161599
Roan, Kenneth Pierce

Clarion Sultan x1897864
R&W, G. R. Peters
Cumberland Sultan 3d
x1903992
Roan, G. R. Peters

CUMBERLAND BARRAGE x2589874—An excellent roan polled bull sired by Will-A-Dell Barrage, a good Rosewood bull from the Lloyd Davis herd, full brother to the bull used by Glen Windom.

SIMMONS

Bull

Lot 27

NAPOLEON SUNBEAM 2589033

Tattoo LE 49S2

Red, calved August 21, 1949. Bred and owned by Duane Simmons, Bedford, Iowa.

SIRE

Napoleon 2387589
Red, Elvin Wells

Dale Officer 2241667
Red, Anderson Stock Farm

Helfred Jester 1946430
Red, F. W. Hubbell

Princess Sunbeam 1864698
RLW, E. G. Anderson Est.

Queen of Beauty 2104410
Roan, Elvin Wells

Count's Guard 2045855
RLW, Anderson Stock Farm
Supreme Beauty 29th 2013287
Roan, Bellows Bros.

Gargiston Cock Robin 2056995
Red, R. S. McWilliams

Magheramore Commodore
(304906)
Red, H. C. Robinson
Golden Vickie 2024746
RLW, R. S. McWilliam

Valley Jealousy 2263878
Roan, Ralph Johnson

Divide Masterpiece 2117650
Red, The Allen Cattle Co.
Jealousy 11th 2131045
Roan, Miles of View Farms

DAM

Robin Jealousy 2478056
Roan, Marion Mackey

NAPOLEON SUNBEAM 2589033 is a thick, low down, good headed calf. His dam is a low down, compact cow.

Sell the scrub and feed the purebred.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

BOWER



SNI-A-BAR REGENT MERCURY 2388886
Chief herd bull owned by Bower & Sons, Massena, Iowa.

Bull

Lot 28

C B REGENT MERCURY 6TH 2584326

Tattoo LE 68

Roan, calved September 7, 1949. Bred and owned by Daniel E. Bower & Sons, Massena, Iowa.

Edellyn Campeon Mercury
2071109
White, Thos. E. Wilson

Calrossie Mercury 1957318
White, John MacGillivray

SIRE
Sni-A-Bar Regent Mercury
2388886
Roan, Sni-A-Bar Farms

Sni-A-Bar Broadhooks 14th
2225638
Roan, Sni-A-Bar Farms

Collynie Princess 51st 1773024
Roan, Duthie Webster

Brawith Standard 2052270
Roan, R. G. Egger

Edellyn Gold Charm 1923691
Red, Thos. E. Wilson
Collynie Dame Broadhooks
1489189
Roan, Duthie Webster

DAM
Lady Averne 55th 2272611
Red, Daniel E. Bower

Lady Averne 36th 2001625
Roan, Daniel E. Bower

Brawith Rambler 1922468
Roan, Jas. Douglas & Sons
A Queen of Riches 4th 1906378
Red, R. J. Egger
Kilblean Count 1818995
White, J. T. Judge
Lady Averne 29th 1872832
Red, Daniel E. Bower

C B REGENT MERCURY 6th 2584326 is a calf liked by many that have seen him. His mother is one of the better breeding cows of our herd.

Good water has a lot to do with successful stock raising.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

SWANSON & SEDERBURG



BAPTON MAJOR 2167253

Bull

Lot 29

ELVEDOR MAJOR 6TH 2571941

Tattoo LE S54

Roan, calved September 13, 1949. Bred and owned by E. N. Swanson and E. R. Sederburg, Hepburn, Iowa.

SIRE

Helfred Bapton Major 7th
2309918

Roan, F. W. Hubbell

Bapton Major 2167253
Roan, J. V. Rank

DAM

Fair Constance 26th 2313897
Dark roan, Eldor N. Swanson

Roan Lady 55th 1749820
Red, G. H. Schuerman

Supreme Enchanter 2054491
Roan, Bellows Bros.

Fair Constance Again 2044447
Red, Eldor N. Swanson

Bapton Air Pilot (298495)
Dark roan, J. V. Rank

Aldsworth Missie 12th (167594)
Red, William Garne

Dale's Lodge Keeper 1693816
Red, T. A. Russell

Roan Lady 49th 603503
White, W. A. Dryden

Divide Advance 2d 1856417
Roan, The Allen Cattle Co.

Fair Beauty 12th 1623370
Roan, Bellows Bros.

Browndale Coronet 1934480
Red, Carl L. Retzlaff

Fair Constance 21st 1824409
Red, Bellows Bros.

ELVEDOR MAJOR 6th 2571941 is out of a wonderful cow sired by Supreme Enchanter 2054491. This good headed son of Helfred Bapton Major 7th 2309918 has all the qualifications of a real honest-goodness herd bull.

Proper feeding of the pregnant cow or heifer is important in assuring a strong, husky calf at birth.

**CLUB CALVES - SHORTHORNS
and
POLLED SHORTHORNS**

An opportunity for club boys and girls to secure calves with scale, substance, uniform color and pleasing type.

**Club Calf Sale at 12:00 Noon
Friday, September 22, 1950**

Club calves are produced by Short-horn and Polled Shorthorn breeders within Southwest Iowa. The calves comprise heifers and steers—ready for club activities.



© TDM CO., INC., S. A.



LIFE'S UPS AND DOWNS

STILL

The Southwest Iowa Shorthorn Breeders' Association

The Place Where—

Scotch blood lines are the best.

Pedigrees and health certificates are delivered promptly.

Individuals are of top quality and in splendid condition.

Every consignment is backed by a reliable producer and the sales management functions on the basis that—

"If buyers secure courteous treatment and profitable cattle the sellers are always going to find the most satisfactory market."

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

GILMAN

Bull

DUKE WELLINGTON 2580254

Lot 30

Red, calved October 15, 1949. Bred and owned by Howard Gilman, Stuart, Iowa.

Tattoo LE 1

Divide Wellington 2117656
Red, The Allen Cattle Co.

Duke of Killearn 1919448
Roan, Claude Gallinger

D. Buttercup 4th 2156508
Roan, Penningroth Bros.

Divide Belle Archer 3d 1919499
Red, The Allen Cattle Co.

Helfred Clarendon 2214650
Red, F. W. Hubbell

Divide Gold Cadet 2009186
Roan, The Allen Cattle Co.

Royal Countess 2d 2309304
RWM, Nicholas Cassens

D. Buttercup 2050252
Red, Penningroth Bros.

Royal Countess 4th 2468639
RWM, Nicholas Cassens

Helfred Spotlight 2107727
Red, F. W. Hubbell
Sultan's Annabella 29th
2032575

Roan, C. L. Rees

Revolution 2163824
Red, Miller Farms

Royal Countess 1972925
White, H. K. Owens

SIRE

Wellington's Beacon 2419299

Red, Penningroth Bros.

DAM

Royal Countess 4th 2468639

RWM, Nicholas Cassens

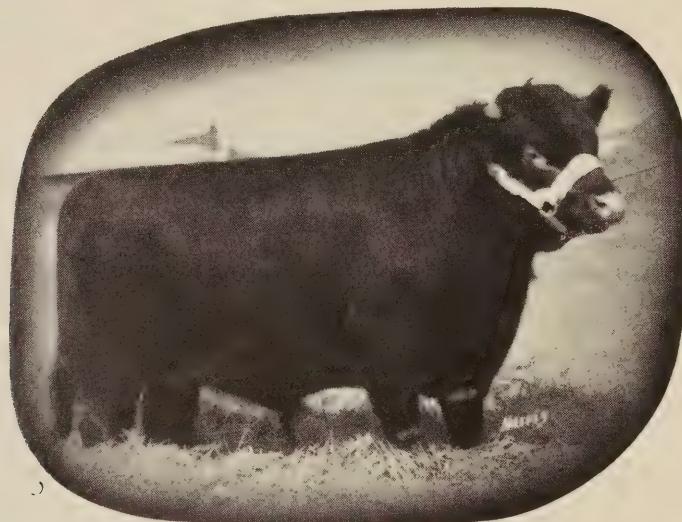
DUKE WELLINGTON 2580254 is exceptionally short-legged and heavy-boned, with a lot of depth in body and thick. His dam is one of our better families.



That there is no surplus until every need is met is an accepted truism.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

SWANSON & SEDERBURG



HELPRED GOLDEN FAME 2214653

Bull

Lot 31

ELVEDOR GOLDEN FAME 2571940

Tattoo LE S55

Roan, calved October 18, 1949. Bred and owned by E. N. Swanson and E. R. Sederburg, Hepburn, Iowa.

SIRE

Parkdale Golden Fame 22d
2481501
Red, Bellows Bros.

Helpred Golden Fame 2214653
Red, F. W. Hubbell

Edgevale Juno 2071073
Red, Ed H. Wolter

Helpred Bapton Major 7th
2309918
Roan, F. W. Hubbell

Fair Constance 26th 2313897
Dark roan, Eldor N. Swanson

DAM

Fair Constance 28th 2490731
Roan, Eldor N. Swanson

Brae Lodge Headlight 1874600
Red, T. A. Russell

Proud Marigold 2d 1925059
Red, W. A. Young

Air Commodore 1940113
Red, Miles of View Farms

Bridgebank Juno 2d 1949152
Red, John McCord

Bapton Major 2167253
Roan, J. V. Rank

Roan Lady 55th 1749820
Red, G. H. Schuerman

Supreme Enchanter 2054491
Roan, Bellows Bros.

Fair Constance Again 204447
Red, Eldor N. Swanson

ELVEDOR GOLDEN FAME 2571940 is a rare combination of Brae Lodge Headlight 1874600 and Bapton Major 2167253. Every individual in this pedigree is noted for its outstanding performance.

Good feeding equipment prevents waste of feed and labor.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

CHRISTENSEN

Bull

Lot 32

SUNBEAM'S PRIDE 2565233

Tattoo LE 16

Roan, calved December 4, 1949. Bred and owned by Arion D. Christensen, Kirkman, Iowa.

SIRE
Sunbeam 2284634
White, Clement A. Larson

Morlunda Prince Peter 2048993
Roan, Oscar Nelson

DAM
Lady Goldie 64th 1876420
Roan, M. L. Christensen

Augusta 6th 2076271
White, Clement A. Larson

Sni-A-Bar Meteor 1796385
White, Sni-A-Bar Farms

Lady Goldie 63d 1795936
Roan, M. L. Christensen

{ Calrossie Prince Peter 2009143
Roan, J. MacGillivray
Miles of View Violet 2d
1973003
Red, Miles of View Farm

{ Strowan Squalis 1998131
White, Benroth & Griffith

{ Rockwood Augusta 4th 1924493
Roan, C. F. Curtiss

{ Sni-A-Bar Ensign 1637058
Red, Sni-A-Bar Farms

{ Sni-A-Bar Rosebud 1675445
Roan, Sni-A-Bar Farms

{ Collynie Master 2d 1646224
Roan, Frank Chandler

{ Lady Goldie 62d 1408974
Roan, Geo. Allen & Sons

SUNBEAM'S PRIDE 2565233 is out of a wonderful cow sired by Sni-A-Bar Meteor 1796385, who's daughters have been great bull producers. This good-headed son of Sunbeam 2284634 has all the qualifications of a real honest-to-goodness herd bull.

DOYLE

Bull

Lot 33

BRAWITH PRIDE 2585242

Tattoo RE 7

Red, calved February 20, 1950. Bred and owned by Walter M. Doyle, Hastings, Iowa.

SIRE
Brawith Model 2496021
Red, McCone Bros.

Brawith Emperor 2069695
Roan, Carl L. Retzlaff

DAM
Clara Bell 2403960
Red, S. H. Kline

Fancy Augusta 15th 2137269
Roan, M. L. Christensen

Helfred Fearless 2251805
Red, F. W. Hubbell

Clara 92d 2277560
Roan, Helen Swindler Day

{ Brawith Nugget 1944238
Roan, David Douglas

{ Clara Belle 15th 1962767
Roan, Carl L. Retzlaff

{ Douglas Guard 2d 1989790
Red, McCone Bros.

{ Fancy Augusta 14th 1990717
Roan, M. L. Christensen

{ Bapton Major 2167253
Roan, J. V. Rank

{ Dreadnaught Augusta 7th
1827019
Roan, B. C. O'Malley & Son

{ Browndale Chief 2126798
Red, A. T. Worsley & Son

{ Clara 91st 1993024
Roan, Helen Swindler Day

BRAWITH PRIDE 2585242 is an extra good dark red bull. Note the strong pedigree. His dam is a good Marr Clara cow and an extra fine milk cow. He will develop into a good bull or will make very good 4-H Club calf.

Legumes, pastures and succulent feeds aid production and profit.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

KLINE



Edellyn Cockade Mercury 2140732
One of the good breeding sons of Calrossie Mercury 1957318.

Lot 34

SUPREME MERCURY (Certificate Applied For)

Tattoo RE 80

Red, calved February 15, 1950. Bred and owned by S. H. Kline, Hastings, Iowa.

SIRE
L F Mercury 8th 2490593
Red, Lomas Farms

Edellyn Cockade Mercury
2140732

Roan, Thos. E. Wilson

Buttercup Beauty 2217221
Red, Penningroth Bros.

Sunbeam Supreme 1939585
Geo. Larson & Sons

DAM
Mysie Maid 7th 2123271
Red, Geo. Larson & Sons

Mysie Maid 6th 1951344
Geo. Larson & Sons

Calrossie Mercury 1957318
White, J MacGillivray
Pitpointie Orange Blossom
41st 2031993

Divide Gold Cadet 2009186
Roan, The Allen Cattle Co.

D Buttercup 2d 2079948
Red, Penningroth Bros.

Supreme Cumberland 1874859
Geo. Larson & Sons

Mysie Maid 4th
Geo. Larson & Sons

Parkdale Supreme 1711550
Bellows Bros.

Mysie's Maid 3d
W. B. Tague & Son

SUPREME MERCURY has remarkable color and confirmation. Although only a youngster he will develop into a grand individual.

Creep-fed calves should have plenty of whole oats or shelled corn in the creep.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

BOWER

Cow

Lot 36

ROAN DOROTHY 2d 2021044

Roan, calved January 4, 1940. Bred and owned by Geo. Struve, Manning, Iowa; 2d owner October 29, 1948, Daniel E. Bower & Sons, Massena, Iowa.

Dam	Breeders of Dams	Sires	Breeders of Sires
Roan Dorothy 1833670	Geo. Struve	Divide Statesman 1833171..	The Allen Cattle Co.
Dorothy	Geo. Struve	Gainford Browndale 1588602.....	L. E. Crews
Village Dorothy 2d	Geo. Struve	Rookwood Kingston 1144174.....	C. F. Curtiss
Village Dorothy	Geo. Struve	Homewood Villager	P. M. Parsons & Sons
Red Dorothy	Blair Bros.	Village Pilot 842313	Geo. Struve
Maud's Rose	J. T. Judge	Roxie's Champion 425297	C. Peterson
Maud	N. A. Lind	Sultan Standard 334975	F. W. Harding
Aberdeen Butterfly 13th	L. Brodsky	Highland Chief 119611	E. S. Kelly
Aberdeen Butterfly	L. Brodsky	Amarhurst 49758	A. Cruickshank
Dorothy	J. Law	Shuttlecock 45278	A. Cruickshank

DIVIDE STATESMAN, Sire—Divide Banner 2d 1643722 by Richard Conqueror 1050333, out of Divide Painter's Blossom 1527601. Dam—Divide Verbena 1718863 by Browndale Archer 1406824, out of Divide Columbine 6th 1639775.

GAINFORD BROWNDALE, Sire—Edellyn Premier 1338719 by Browndale Count 1156438, out of Larbert Beauty 1219186. Dam—Nonpareil Inverness K 1292675 by Gainford Champion 410269, out of Nonpareil Inverness 3d 700537.

ROOKWOOD KINGSTON, Sire—Lavener Toft 1053384 by Edgecote Toft 649138, out of Maxine Lavender 11th 575281. Dam—Rookwood Butterfly 2d 840705 by Knight Avon 3d 438984, out of Village Blythesome 2d 203218.

ROAN DOROTHY 2d 2021044 is a thick, short legged cow of the right type. She has a heifer calf at foot that we will keep on the farm. She sells pasture bred to Sni-A-Bar Regent Mercury.

McCONE BROS.

Cow

Lot 37

DUCHESS OF GLOSTER 6TH 2218963

Tattoo RE 30A

Red, calved May 2, 1943. Bred and owned by McCone Bros., Defiance, Iowa.

Brawith Nugget 1944238
Roan, David Douglas

Brawith Boy 1836058
Roan, Hugh S. Black
Primrose Jilt -252728-
Roan, John Walker

Clara Belle 15th 1962767
Roan, Carl L. Retzlaff

Browndale Mint 1755664
Red, Geo. W. Retzlaff & Son
Clara Belle 13th 1757833
White, F. W. Retzlaff & Son

Cumberland Sovereign 1608106
Roan, McCone Bros.

Snowbird Jr. 1218838
White, McCone Bros.
Gainford's Bonnie Belle
1403729
Red, McCone Bros.

Roan Duchess 1787630
Roan, Chas. E. McCone

Cumberland Sovereign 1608106
Roan, McCone Bros.
Duchess 1681555
White, McCone Bros.

DAM
Duchess Perfection 1907924
Red, E. C. Baker

DUCHESS OF GLOSTER 6th 2218963 is the dam of Duchess of Gloster 7th, champion female at the 1945 inter-state show and sale at Sioux City. Her 1949 bull calf won first in his class at the inter-state show last March. She has a calf at foot that we will keep. He will be in our show herd next year. She was bred May 24 to Edwin Royal Leader. Buy her. She may have a herd bull for you.

Merchandising Shorthorns is not unlike any other kind of merchandising.

McCONE BROS.



BROWNDALE DOUGLAS 1801297

Cow

Lot 38

GIPSY MAID 31ST 2308962

Tattoo LE 52A

Roan, calved December 6, 1944. Bred and owned by McCone Bros., Defiance, Iowa.

Browndale's Type 1738563
Roan, McCone Bros.

Browndale Scarlet 1592580
Red, F. E. Jackson

Gipsy Maid 8th 1664506
White, McCone Bros.

Browndale Scarlet 1592580
Red, F. E. Jackson

Lady Marengo 17th 1218840
Roan, McCone Bros.

Browndale's Type 1738563
Roan, McCone Bros.

Lady Marengo 21st 1738569
Red, McCone Bros.

Cumberland Sovereign 1608106
Roan, McCone Bros.

Lovely Gipsy 1601780
Red, McCone Bros.

Browndale Douglas 1801297
Red, McCone Bros.

DAM
Gipsy Maid 19th 2033448
Red, McCone Bros.

Rosewood Gipsy 1820936
Roan, McCone Bros.

GIPSY MAID 31st 2308962 is a dark roan, deep bodied cow by Browndale Douglas and bred January 12 to Edwin Royal Leader. There won't be many chances to buy this combination. She has a good bull calf at foot that we will retain for some future show and sale. Her heifer calves have all been kept in our breeding herd. They are good.

A lifetime is not enough to reach the peak in Shorthorn breeding.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LUCAS

Cow

Lot 39

LOMAS' AUGUSTA 45TH 2334546

Tattoo LE 115

Red, white marks, calved November 27, 1945. Bred and owned by Lomas Farms, Villisca, Iowa; 2nd owner April 1, 1946, Tip Lucas & Son, Lenox, Iowa.

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Calrossie Randolph (275440)
Dark roan, J. MacGillivray
Calrossie Princess Mona
(88108)
Dark roan, J. MacGillivray

SIRE
Miles of View Prince 2074904
Red, Miles of View Farms

Star Secret 1839719
Roan, T. Dorsey Jones

Browndale Pilot 1653006
White, Jas. Douglas & Sons
Secret 4th 1564601
Red, T. Dorsey Jones

Divide Javeline 1902545
Roan, The Allen Cattle Co.

Browndale Goldspur 1464101
Roan, Thos. E. Wilson
Divide Violet 3d 1712355
Roan, The Allen Cattle Co.

DAM
Village Augusta 14th 1987186
Roan, W. E. Summerville

Village Augusta 12th 1825711
Red, W. E. Summerville

Browndale Pioneer 1698458
Red, M. W. Smith
Village Augusta 9th 1618469
Red, W. E. Summerville

LOMAS' AUGUSTA 45th 2334546 sells with a nice roan July heifer calf at side sired by Parkdale Golden Fame 24th.

BOWER

Cow

Lot 40

GOLDEN VICTORIA A 2363640

Tattoo LE 16

Roan, calved March 22, 1946. Bred by Daniel E. Bower, Bridgewater, Iowa; calved property of Daniel E. Bower & Sons, Massena, Iowa.

Brawith Standard 2052270
Roan, R. G. Egger

Brawith Rambler 1922468
Roan, Jas. Douglas & Sons
A Queen of Riches 4th
1906378
Red, R. J. Egger

SIRE
Brawith Monarch 2272606
Red, Daniel E. Bower

Rosebud's Rose 1765689
Roan, J. T. Judge

Ridgewood Browndale 1691186
Roan, Meyers Bros.
Rosebud Maid 1670015
RLW, J. T. Judge

Brawith Standard 2052270
Roan, R. G. Egger

Brawith Rambler 1922468
Roan, Jas. Douglas & Sons
A Queen of Riches 4th 1906378
Red, R. J. Egger

DAM
Golden Victoria 45th 2218781
Roan, Daniel E. Bower

Golden Victoria 26th 1852500
Red, Daniel E. Bower

Marshal's Cumberland 1558643
Roan, Phillip Funke
Golden Victoria 16th 1744612
Red, Daniel E. Bower.

GOLDEN VICTORIA A 2363640 is a smooth cow that has produced us some excellent calves. We had the misfortune of losing her last calf when two weeks old. She sells pasture bred to Sni-A-Bar Regent Mercury.

How known—a herd is known by its production.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

HILLMAN

Cow

Lot 41

COLLEGE VIEW EMMA 9TH 2445968

Tattoo RE 7

White, calved June 9, 1946. Bred and owned by Edgar E. Hillman, Essex, Iowa.

SIRE

Brawith Joffre 2211657
Roan, Geo. Larson & Son

Brawith Royal Pilot 2062847
Roan, Carl L. Retzlaff

Brawith Nugget 1944238
Roan, David Douglas
Lavender Lily 13th 1788521
Roan, F. W. Retzlaff & Son
Supreme Cumberland 1874859
Roan, Geo. Larson & Sons
Meadow Beauty 6th 1874862
Roan, Geo. Larson & Sons

DAM

College View Emma 7th
2167297
Roan, Kenneth Fankhauser

Meadow Beauty 11th 1975156
Roan, Beulah Larson

Heifred Brilliant 1882829
Red, F. W. Hubbell
Plainview Augusta 3d 1829766
Red, E. E. Owens

Rodney Brilliant 2004791
Red, E. E. Owens

Maytag Champion 1847886
Red, L. B. Maytag
Emma B 2d 1860066
White, Kenneth Fankhauser

COLLEGE VIEW EMMA 9th 2445968 produces good calves and is mated to Mercury Model 23913-77. Will calf around December 1st.



The Shorthorn is the most popular beef and farmer's breed in the nation today.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

McCONE BROS.



RED MERCURY LEADER 2331940
Outstanding son of Edellyn Royal Leader 16th

Cow

Lot 42

CLARA 24TH 2521036

Tattoo RE C 17

Roan, calved June 12, 1948. Bred and owned by McCone Bros., Botna, Iowa.

Edellyn Royal Leader 16th
2222171
Red, Thos. E. Wilson

Edellyn Royal Leader 2057560
Red, W. McNair Snadden
Maxwalton Jealousy 23d
1975877
Roan, Maxwalton Farm, Inc.

Edellyn Beauty 22d 2197013
Roan, Thos. E. Wilson

Calrossie Mercury 1957318
White, J. MacGillivray
Golden Beauty 1558575
Red, Duthie Webster

Brawith Nugget 1944238
Roan, David Douglas

Brawith Boy 1836058
Roan, Hugh S. Black
Primrose Jilt -252728-
Dark roan, John Walker

Clara Belle 21st 2150312
Red, Carl L. Retzlaff & Sons

Brawith Nugget 1944238
Roan, David Douglas
Clara Belle 17th 1984769
Red, Carl Retzlaff

SIRE
Red Mercury Leader 2331940
Red, Thos. E. Wilson

DAM
Clara Belle 23d 2254252
Red, Carl L. Retzlaff & Sons

CLARA 24th 2521036 is one of the most outstanding females we have offered for sale anywhere. She is backed up with the right breeding along with being an outstanding individual which insures her as a top breeding cow in any herd. She was mated January 5th to our junior herd sire, Leader's Diamond which we are showing this year. This should make a wonderful combination as it combines the Mercury, Leader, Browndale Douglas and Brawith Nugget breeding together. This heifer was pretested and calfhood vaccinated.

Better bulls build better Shorthorns.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LUCAS

Cow

Lot 43

AUGUSTA BELLE 2D 2529651

Tattoo LE 8

Red, calved December 1, 1948. Bred and owned by Tip Lucas & Son, Lenox, Iowa.

SIRE

Goldfinder Centurion 2253862
Red, W. D. Whimple

Goldfinder Diamond 1831545
Roan, Thos. E. Wilson

Calrossie Goldfinder 1753587
White, John MacGillivray

Golden Pearl 1753613
Roan R. S. McWilliam

Klaymor Centurion -237462-
Red, W. J. Russell

Klaymor Carnation 2d -289520-
Roan, W. J. Russell

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Star Secret 1839719
Roan, T. Dorsey Jones

Divide Javelin 1902545
Roan, The Allen Cattle Co.

Village Augusta 12th
1825711

Red, W. E. Summerville

DAM

Augusta Belle 2390885
RWM, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms

Village Augusta 14th 1987186
Roan, W. E. Summerville

AUGUSTA BELLE 2d 2529651 is out of one of our best producing cows and was bred May 28th to Parkdale Golden Fame 24th. Pretested and vaccinated.



District auction sales of pure bred cattle
are the breeders most effective show windows.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

BROWN



MILES OF VIEW PRINCE
The great breeding son of Calrossie Prince Peter 2009143

Cow

Lot 44

PINES FARM PRINCESS 2546757

Tattoo RE 249

Red, calved March 18, 1949. Bred and owned by LeRoy V. Brown, Corning, Iowa.

Miles of View Prince 2074904
Red, Miles of View Farms

Calrossie Prince Peter 2009143
Roan, J. MacGillivray

Star Secret 1839719
Roan, T. Dorsey Jones

Divide Statesman 1833171
Red, The Allen Cattle Co.

Red Princess 1901623
Red, Geo. Struve

Magheramorne Commodore
(304906)
Red, H. C. Robinson

Golden Vickie 2024746
RLW, R. S. McWilliams

Divide Masterpiece 2117650
Red, The Allen Cattle Co.

Divide Dinah 3d 2117658
Roan, The Allen Cattle Co.

SIRE
Prince Statesman 2269859
Red, Lomas Farms

Roan Princess 4th 2010584
Roan, Geo. Struve

Garguston Cock Robin 2056995
Red, R. S. McWilliams

Valley Dinah 2263876
Red, Ralph Johnson

DAM
Red Robin Dinah 2478055
Red, Marion Mackey

PINES FARM PRINCESS 2546757 is a smooth fleshed, deep bodied heifer that will look good in your herd. She is safe in calf to Red Leader, a son of Red Mercury Leader. . .

The calf with what you would call a small bone generally makes the show winner. Its flesh gets thicker.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

SCHOENHERN

Cow

Lot 45

LADY SECRET 14TH 2541158

Tattoo LE 03

Red, calved April 13, 1949. Bred by I. J. Sample, Fullerton, Nebr.; calved property of Alvy Schoenhern, Ute, Iowa.

SIRE

Golden Stamp 2448215
Red, I. J. Sample

Brawith All Gold 2268943
Red, I. J. Sample

Brawith Premier 2109304
Red, Carl L. Retzlaff
Golden Chain 2137703
Roan, C. B. Steward & Son
Scarlet 2078759
Red, McCone Bros.
Augusta's Maid 3d 2004166
Roan, I. J. Sample

DAM

Lady Secret 13th 2478174
Red, I. J. Sample

Augusta Maid 4th 2211366
Red, I. J. Sample

Brawith Premier 2109304
Red, Carl L. Retzlaff
Golden Chain 2137703
Roan, C. B. Steward & Son
Browndale Roster 1711820
Roan, A. C. Schallenberger

Lady Secret 7th 1901242
Red, I. J. Sample

Lady Maud 2d 1304922
Roan, W. F. Rapp

LADY SECRET 14th 2541158 is a good headed, low set heifer. Will be bred to Edellyn Royal Leader 98th, a full brother to Edellyn Royal Leader 22nd, the bull that won second (get of sire) at the 1949 International.

COMBS

Cow

Lot 48

MARY GOLD 2555253

Tattoo RE 30

Red, calved April 16, 1949. Bred and owned by John Combs, New Market, Iowa.

SIRE

Goldfinder Bondsman 6th
2462924
Red, W. F. Barber & Sons

Goldfinder Bondsman 2239764
Red, M. D. Whimble

Goldfinder Diamond 1831545
Roan, Thos. E. Wilson
Norfolk Clipper Queen 2070705
Red, John Miller, Jr.

Village Mist 23d 2283328
Roan, W. F. Barber & Sons

Goldfinder Broadus 1963540
Roan, M. D. Whimble
Village Mist 18th 1894616
Roan, W. F. Barber

DAM

Mary D 4th 2440733
Red, H. R. Coffey

Roanridge Golden Charm
2198308
Roan, W. A. Cochel

Roanridge Charmer 2080974
Roan, W. A. Cochel
Sni-A-Bar Goldie 12th 2080981
Red, John E. Wilson

Mary D 3115886
Red, H. R. Coffey

Model Archer 2d 1904324
Red, Tomson Bros.
Mary A 1960326
Roan, H. R. Coffey

MARY GOLD 2555253 is a dark red, deep-bodied heifer that you will like. She will prove a valuable addition to your herd.

To produce calves at a minimum cost the breeder must maintain his cow herd economically.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

HENSLEY

Cow

Lot 49

CLIPPER CAMEO 2D 2548858

Tattoo RE DH4

Roan, calved April 20, 1949. Bred and owned by Dean Hensley, Bedford, Iowa.

SIRE
Haigler Result 2365986
Roan, V. O. Narigon

Haigler Gift 2139357
White, Crews & Crews

Victor's Gift 1851345
Roan, Pauline Kuhrt

DAM
Clipper Cameo x2445483
Roan, Geo. McMaster

Melissa 9th 2139706
Red, Frank Kennedy

Haigler Lavender 1833107
Roan, Crews & Andrews

Clearview Goldstar x2137263
Red, Philip Kennedy

Bold Sergeant 2050886
Red, F. B. & W. W. Strickler

Clipper Crest 5th x2188118
White, Geo. McMaster

Melissa 5th 1928899
Roan, Frank Kennedy

Stardale x2020699
Red, David & Jas. Burns

Barmpton Lady 20th 1928974
Roan, Kennedy Bros.

Oakwood Radiant King 2d
x1957392
Roan, B. B. Teegardin & Sons
Clipper Crest 4th x1925570
Roan, Geo. McMaster

CLIPPER CAMEO 2d 2548858 is a real promising show heifer. She is very thick and level in her top line. This roan heifer sells open. She was grand champion heifer chosen at 1950 Taylor County Fair.



Calves should be examined for lice as they cannot make normal gains infested.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

WINDOM



NORSEMAN'S NUGGET 2442260.

Cow

Lot 50

ROAN MISSIE 2566511

Tattoo LE 198

Roan, calved May 3, 1949. Bred by Lomas Farms, Villisca, Iowa; 2d owner, December 24, 1949,
David Windom, Villisca, Iowa.

SIRE
Norseman's Nugget 2442260
Red, John E. Greig

Killearn Norseman 3d 2301689
Red, Claude Gallinger

{ Norseman 2301688
Dark roan, James Durno
{ Danny's Roan Lady -270917-
Red, Claude Gallinger

Hillbrook Duchess 2d 2183086
Roan, John E. Greig

{ N U Gold Nugget 2040959
White, University of Nebraska
{ Red Duchess 4th 2010583
Red, Geo. Struve

Baption Major 2167253
Roan, J. V. Rank

{ Baption Air Pilot (298495)
Dark roan, J. V. Rank
Aldsworth Missie 12th
(167594)
Red, William Garne

DAM
Lomas Missie 2386011
Roan, Lomas Farms

Helfred Missie 7th 2107737
Roan, F. W. Hubbell

{ Fascinator 1766812
Roan, Hopley Stock Farm
{ Helfred Missie 3d 1946442
Roan, F. W. Hubbell

ROAN MISSIE 2566511 is a thick, blocky heifer that should make a good cow. Her pedigree can't be excelled. Pretested and vaccinated. Sells open.

The reputation of many a herd has been made
by the purchase of an outstanding breeding bull.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

HART

Cow

Lot 51

LADY VOLUMNIA 2585935

Tattoo RE 4

Red, calved June 15, 1949. Bred and owned by Richard Hart, Villisca, Iowa.

SIRE

Prince Centennial 2370925

Red, Harold J. Hart

DAM

Cumberland 43d 2191251

Red, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms

Lady Secret 20th 2139245
Red, Lomas Farms

Douglas Style 2033057
Red, McCone Bros.

Volumnia Cumberland 2d
1780943
Red, H. K. Owens

Calrossie Prince Peter 2009143
Roan, J. MacGillivray
Star Secret 1839719
Roan, T. Dorsey Jones
Douglas Style 2033057
Red, McCone Bros.
Lady Secret 9th 1756556
Roan, D. E. Lomas
Browndale Douglas 1801297
Red, McCone Bros.
Narcissus Lady 1638554
Red, McCone Bros.
Anoka Gold Ring 1335450
Red, Anoka Farms
Volumnia Cumberland 1311576
Red, H. K. Owens

LADY VOLUMNIA 2585935 is a most attractive red heifer. She is deep and thick with a pleasing head. She will make you an outstanding brood cow. Sells open.

HART

Cow

Lot 52

DIAMOND LILY 49th 2585937

Tattoo RE 9

Red, calved June 28, 1949. Bred and owned by Harold J. Hart, Villisca, Iowa.

SIRE

Prince Centennial 2370925

Red, Harold J. Hart

Miles of View Prince 2074904
Red, Miles of View Farms

Lady Secret 20th 2139245
Red, Lomas Farms

Miles of View Prince 2074904
Red, Miles of View Farms

Diamond Lily 13th 1883749
Roan, Geo. Struve

Calrossie Prince Peter 2009143
Roan, J. MacGillivray
Star Secret 1839719
Roan, T. Dorsey Jones
Douglas Style 2033057
Red, McCone Bros.
Lady Secret 9th 1756556
Roan, D. E. Lomas
Calrossie Prince Peter 2009143
Roan, J. MacGillivray
Star Secret 1839719
Roan, T. Dorsey Jones
Browndale's Beau 1774621
Roan, Geo. Struve
Diamond Lily 11th 1807731
Red, Geo. Struve

DAM
Lomas Farms Diamond Lily
2425546
Red, Lomas Farms

DIAMOND LILY 49th 2585937 is a dark red heifer of the celebrated Diamond Lily family. She is the kind that will add value to any breeding herd. Sells open.

Dry, clean feed lots help prevent feed waste; animals may refuse badly soiled feed.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LARSON



SNI-A-BAR CONTROL 2255555
Grandsire of this grand heifer.

Cow

Lot 53

MEADOW BEAUTY 31ST 2562831

Tattoo RE MB31

White, calved August 11, 1949. Bred and owned by Emery Larson, Gray, Iowa.

Sire
Sni-A-Bar Controller 2354724
Roan, Sni-A-Bar Farms

{ Edellyn Campeon Mercury
2071109
White, Thos. E. Wilson
Rosewood Morlunda 1947004
Roan, Oscar Nelson

Dam
Lady Gloster 23d 2220768
Red, Tomson Bros.

{ Maxwalton Harvester 2035827
Roan, Maxwalton Farms, Inc.
Lady Gloster 11th 1707534
Roan, Tomson Bros.

Sire
Supreme Cumberland 1874859
Roan, Geo. Larson & Sons

{ Parkdale Supreme 1711590
Roan, Bellows Bros.
Sunbeam's Cumberland
1711553
White, Geo. Larson & Sons

Dam
Meadow Beauty 11th 1975156
Roan, Beulah Larson

Sire
Meadow Beauty 6th 1874862
Roan, Geo. Larson & Sons

{ Parkdale Supreme 1711550
Roan, Bellows Bros.
Meadow Beauty 1630337
White, Emery Larson

MEADOW BEAUTY 31st 2562831 is the best heifer we have had by Sni-A-Bar Controller. Should make a good show heifer. Pretested and vaccinated. Sells open.

Early maturity means less feed and less labor in beef production.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

CARMICHAEL

Cow

DOROTHY SUNNYLINK 2576220

Lot 54

Tattoo RE 10

Dark roan, calved September 12, 1949. Bred and owned by D. L. Carmichael & Son, Villisca, Iowa; 2d owner, Stanley Carmichael, Villisca, Iowa.

SIRE

Haigler Right Type 2453217
Roan, L. E. Crews

DAM

Carroy Sunnyblink 2465633
Roan, Gilman Bros.

Right Sort 2162312
Roan, Crews & Crews

Lady Dorothy 15th 2162320
Red, Crews & Crews

Will-A-Dell Gold Bond
2182736
Roan, Will-A-Davis & Son

Sunnyblink Lass 3d 2189218
Roan, B. C. O'Malley & Son

Mysie's Victor 2025553
Red, Crews & Crews
Nonpareil of Haigler 1650086
Roan, L. E. Crews
Mysie's Victor 2025553
Red, Crews & Crews
Lady Dorothy 9th 1974878
Roan, Crews & Crews
Will-A-Dell Gold Plate 2063600
Roan, Will A. Davis & Son
Will-A-Dell Rosewood 1911261
Roan, Will A. Davis & Son
Bessie's Browndale 2014276
Roan, B. C. O'Malley & Son
Sunnyblink Lass 2d 2014278
Red, B. C. O'Malley & Son

DOROTHY SUNNYLINK 2576220 is a striking dark roan heifer with a nice feminine head. She is thick and deep bodied. Here's a 4-H heifer and one of typical herd building material. Sells open.

LARSON

Cow

SUNBEAM SECRET 22D 2571220

Lot 55

Tattoo RE SS22

Roan, calved September 18, 1949. Bred and owned by Emery Larson, Gray, Iowa.

SIRE

Sni-A-Bar Controller 2354724
Roan, Sni-A-Bar Farms

DAM

Sunbeam Wedding Gift 2123275
Roan, Geo. Larson & Sons

Sni-A-Bar Control 2255555
White, Sni-A-Bar Farms

Lady Gloster 23d 2220768
Red, Tomson Bros.

Parkdale Supreme 1711550
Roan, Bellows Bros.

Sunbeam's Cumberland 1711553
White, Geo. Larson & Sons

Edellyn Campeon Mercury
2071109
White, Thos. E. Wilson
Rosewood Morlunda 1947004
Roan, Oscar Nelson

Maxwalton Harvester 2035827
Roan, Maxwalton Farms, Inc.
Lady Gloster 11th 1707534
Roan, Tomson Bros.

Supreme Champion 1625543
Roan, Bellows Bros.
Queen of Beauty 14th 1655788
Roan, Bellows Bros.

Diamond King 2d 1374164
Roan, C. A. Saunders & Sons
Sunbeam's Pride 142397
Roan, George Larson

SUNBEAM SECRET 22d 2571220 is very blocky and good headed. Should make someone a very good cow. Sells open. Is pretested and vaccinated.

Price is what we pay. Value is what we get.

SOUTHWEST IOWA SHORTHORN BREEDERS' ASSOCIATION

LARSON

Cow

Lot 56

MEADOW BEAUTY 32D 2562832

Tattoo RE MB32

Roan, calved October 26, 1949. Bred and owned by Emery Larson, Gray, Iowa.

SIRE

Sni-A-Bar Controller 2354724
Roan, Sni-A-Bar Farms

Sni-A-Bar Control 2255555
White, Sni-A-Bar Farms

Edellyn Campeon Mercury
2071109
White, Thos. E. Wilson
Rosewood Morlunda 1947004
Roan, Oscar Nelson

DAM

Meadow Beauty 14th 2029877
Roan, Geo. Larson & Sons

Lady Gloster 23d 2220768
Red, Tomson Bros.

Maxwalton Harvester 2035827
Roan, Maxwalton Farms, Inc.
Lady Gloster 11th 1707534
Roan, Tomson Bros.

Parkdale Supreme 1711550
Roan, Bellows Bros.

Supreme Champion 1625543
Roan, Bellows Bros.
Queen of Beauty 74th 1655788
Roan, Bellows Bros.
Diamond King 2d 1374164
Roan, C. A. Saunders & Sons
Joffre's Beauty 1481188
Roan, Henry R. Fausch

MEADOW BEAUTY 32d 2562832 is a thick, deep bodied heifer. She is typical herd building material. Pretested and vaccinated. Sells open.

LARSON

Cow

Lot 57

SUNBEAM SECRET 23D 2571221

Tattoo RE SS23

Roan, calved November 21, 1949. Bred and owned by Emery Larson, Gray, Iowa.

SIRE

Sni-A-Bar Controller 2354724
Roan, Sni-A-Bar Farms

Sni-A-Bar Control 2255555
White, Sni-A-Bar Farms

Edellyn Campeon Mercury
2071109
White, Thos. E. Wilson
Rosewood Morlunda 1947004
Roan, Oscar Nelson

Lady Gloster 23d 2220768
Red, Tomson Bros.

Maxwalton Harvester 2035827
Roan, Maxwalton Farms
Lady Gloster 11th 1707534
Roan, Tomson Bros.

Parkdale Supreme 1711550
Roan, Bellows Bros.

Supreme Champion 1625543
Roan, Bellows Bros.
Queen of Beauty 74th
1655788
Roan, Bellows Bros.

DAM

Cumberland Secret 2029875
Roan, Geo. Larson & Son

Cumberland Sunbeam 1832784
Roan, Geo. Larson & Sons

Diamond King 2d 1374164
Roan, O. A. Saunders & Sons
Sunbeam's Pride 1422397
Roan, George Larson

SUNBEAM SECRET 23d 2571221 is a good cow, deep-bodied daughter of Sni-A-Bar Controller 2354724. She is pretested and vaccinated. Sells open.

Good care does not always bring success but poor care always brings failure.

A Select Draft of
HERD BUILDING BULLS
For the
Breeder - Ranchman - Farmer

Free Freight Offer—The American Shorthorn Breeders' Association offers to prepay freight up to \$200 on any shipment of **ten head or more** to any one destination 300 miles or over from Red Oak.

Bring your neighbors. Buy with them. Ship with them.

**Females—Cows With Calves at Foot
Bred and Open Heifers**

It is easy to ship cattle from Red Oak by rail or truck to any point in the nation. Plenty of trucks are available for long distance hauls in any direction.

Save Your Catalogue

Bring It to the Sale

Index of Consignors

DANIEL E. BOWER & SONS, Massena

Brawith Emperor 2589910 (M) 4
 Brawith Champion 2589909 (M) 5
 C. B. Regent Mercury 6th
 2585426 (M) 28
 Roan Dorothy 2d 2021044 (F) 36
 Golden Victoria A 2363640 (F) 40

LeROY BROWN, Corning

Pines Farm Princess 2546757 (F) 44

STANLEY CARMICHAEL, Villisca

Dorothy Sunnyblink 2576220 (F) 54

ARION D. CHRISTENSEN, Kirkman

Sunbeam's Special 2565234 (M) 25
 Sunbeam's Pride 2565233 (M) 32

JOHN COMBS, New Market

Goldfinder Clipper 2555251 (M) 8
 Mary Gold 2555253 (F) 48

WALTER M. DOYLE, Hastings

Brawith Pride 2585242 (M) 33

HOWARD GILMAN, Stuart

Duke Wellington 2580254 (M) 30

GEO. A. GRUSS & SONS, Greenfield

Brawith Master 2d 2569666 (M) 24

HAROLD J. HART, Villisca

Diamond Lily 49th 2585937 (F) 52

RICHARD HART, Villisca

Lady Volumnia 2585935 (F) 51

DEAN HENSLEY, Bedford

Victor's Major 2548857 (M) 2
 Clipper Cameo 2d 2548858 (F) 49

EDGAR E. HILLMAN, Essex

College View Emma 9th
 2445968 (F) 41

O. R. HYDE, Hastings

Hyde's Starry Archer 6th 2591-
 498 (M) 11

J. N. & J. L. JOHNSON, Sidney

Brawith Supreme 2552490 (M) 7

S. H. KLINE, Hastings

Supreme Mercury (M) 34

EMERY LARSON, Gray

Meadow Beauty 31st 2562831 (F) 53
 Sunbeam Secret 22d 2571220 (F) 55
 Meadow Beauty 32d 2562832 (F) 56
 Sunbeam Secret 23d 2571221 (F) 57

LOMAS FARMS, Villisca

L F Red Nugget 3d 2566491 (M) 20

TIP LUCAS & SON, Lenox

Lomas' Augusta 45th 2334546 (F) 39
 Augusta Belle 2d 2529651 (F) 43

McCONE BROS., Botna & Defiance

Leader's Stamp 2556589 (M) 3
 Leader's Diamond 2556588 (M) 6
 Duchess of Gloster 6th 2218963
 (F) 37
 Gipsy Maid 31st 2308962 (F) 38
 Clara 24th 2521036 (F) 42

McNEILL BROS., Onawa

Prince Henry 2567605 (M) 10
 Mercury's Elect 2567599 (M) 14
 Prince Peter Supreme 2567610
 (M) 17
 Prince Peter's Pride 2567608 (M) 18

KENNETH PIERCE, Anita

Shady Oak Sentry x2589875 (M) 22
 Cumberland Barrage x2589874
 (M) 26

PRICE & BUCH, Clarinda

Goldfinder's Pretender 2550061
 (M) 13

ALVY SCHOENHERN, Ute

Golden Prince Peter 2541156 (M) 9
 Lady Secret 14th 2541158 (F) 45

DUANE SIMMONS, Bedford

Napoleon Sunbeam 2589033 (M) 27

SWANSON & SEDERBURG, Hepburn

Elvedor Major 6th 2571941 (M) 29
 Elvedor Golden Fame 2571940
 (M) 31

THOMAS & EVERETT SYMONDS, Lenox

Merdale Silver Mercury 2410364
 (M) 1

RALPH VAN PELT, Corning

State Express Seal x2580213 (M) 19

DAVID WINDOM, Villisca

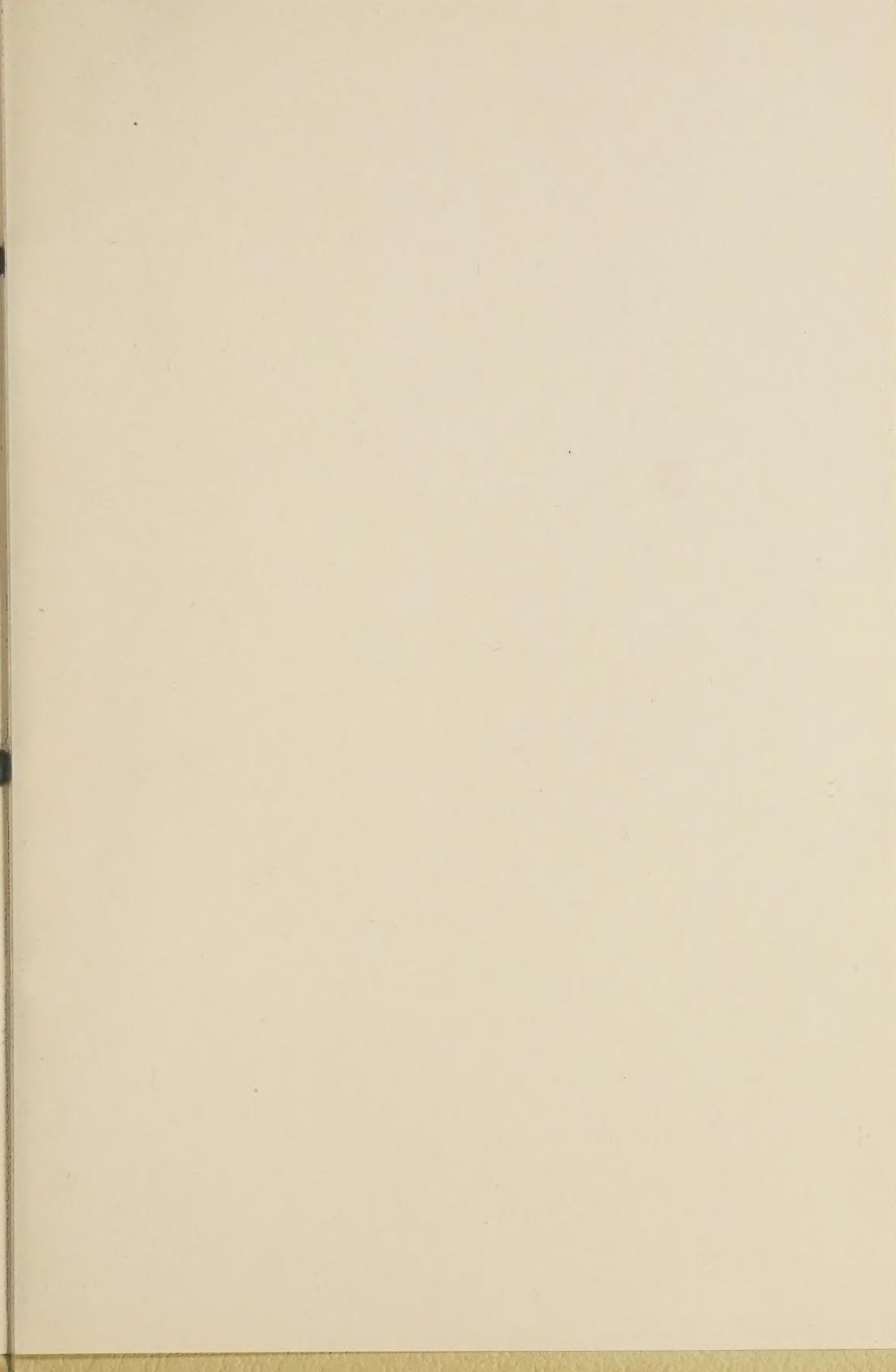
Roan Missie 2566511 (F) 50

C. D. WINTER, Hepburn

Golden Fame Major 2558449 (M) 15

Wm. M. WYCOFF & SON, Mt. Etna

Supreme Seal x2569490 (M) 21



—Express Publ. Co., Red Oak, Iowa

